G.A. ANDRON & CO., INC.

MANUFACTURERS/IMPORTERS OF FINE QUALITY TOBACCO PRODUCTS
89 NORTH INDUSTRY COURT • DEER PARK, NY 11729 • 516-243-4200 • FAX: 516-243-4235 • 1-800-221-1634

January 28, 1998

R.J. Reynolds
6500 Jericho Turnpike
Suite 207
Commack, NY 11725

Dear Mr. Moulton:
We would like to take this opportunity to thank you again for advertising in last years' catalog. We are in the process of updating this years' edition. We expect to have this catalog distributed to our 10,000 retailers no later than May of 1998. This color catalog will be updated and distributed annually.

We are, at this time, offering full page color ads to all of our vendors. We would like to have your company and it's products represented in our 1998 edition. I am sure you will agree that advertising in our color catalog would be beneficial to both G. A. Andron and yourself. Enclosed is a copy of last year's catalog. We expect this year's issue to be expanded.

We will continue to keep the cost of a full page color ad at $1,000.00. We are also making available a 1/2 page color ad at $600.00, a full page black and white ad at $750.00 and front and back inside covers for $1,500.00, on a first come, first served basis. You must supply color separated film ready for production as well as color key or color proofs no later than March 31, 1998, to be included in our catalog.

Please contact me at your earliest convenience if you are interested in participating in our catalog. We want to thank you for the support that you have given G.A. Andron in the past and look forward to your continued support.

Sincerely,

Joanne Diggett
Vice President

Enc.

51847 8202

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